

# Press release

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**Contact:**  
Tim B. Wegner  
Head of Marketing &  
Communication  
IAA MOBILITY  
+49 151 74211915  
presse@iaa.de

## IAA MOBILITY 2025

# Registration Open for Exhibitors — Early Birds Benefit — Initial Commitments from Industry Leaders Confirm Success

## Early Bird Offer Available for All Exhibitors Until the End of October

*Berlin/Munich, July 3, 2024*

With a new slogan and initial commitments from globally significant companies from the automotive, cycling, and tech sectors, IAA MOBILITY is initiating its third edition in Munich: from September 9 to 14, 2025, IAA MOBILITY will enhance dialogue with stakeholders from business, media, politics, and society and will once again set cross-industry trends. By focusing on avant-garde solutions such as electric vehicles, autonomous driving, and innovative transport concepts, IAA MOBILITY underscores its promise to lead the way in shaping the future of mobility.

For IAA MOBILITY 2025, leading companies — including BMW, Clarios, Continental, Google, Hitachi Astemo Europe GmbH, Mercedes-Benz, myStromer AG, Porsche, Riese & Müller GmbH, Robert Bosch, the Volkswagen brand, the Volkswagen Group, and the ZF Group — have confirmed their participation to specifically showcase their groundbreaking innovations.

Verband der  
Automobilindustrie e.V. (VDA)  
Behrenstraße 35  
10117 Berlin  
T +49 30 897 842 - 0  
iaa@vda.de  
www.iaa-mobility.de  
#IAA#Mobility#IAA2025

Following the last IAA MOBILITY, three out of four exhibitors reported that they were able to reach their target audiences well to very well, clearly demonstrating the value of IAA MOBILITY. Finally, 81 percent of the exhibitors rated their company's success at IAA MOBILITY 2023 as good to excellent.

"IAA MOBILITY 2023 convincingly demonstrated that the industry is tackling current challenges with innovations and new products. We are therefore delighted that, even before the official registration starts for IAA MOBILITY 2025, leading companies from all areas of mobility have signaled their participation. This clearly underscores the value and significance of this unique global event concept and the status of IAA MOBILITY as the leading platform for mobility, sustainability, and tech," says VDA Managing Director Jürgen Mindel.

"The commitments from various mobility sectors prove that the transformation from a traditional auto show to a comprehensive mobility platform, with its diverse themes, is also embraced and supported by the exhibitors," stated Tobias Gröber, Managing Director of the Consumer Goods division at Messe München GmbH. IAA MOBILITY, with its dual venues at the Munich exhibition grounds and downtown, has proven itself as a unique format in 2021 and 2023. Over half a million people were inspired by the exhibitors' innovations at IAA MOBILITY 2023. Exhibitor satisfaction was also reflected in their ratings: nine out of ten exhibitors rated IAA MOBILITY 2023 positively for their company, and 95 percent would recommend the mobility platform to business partners.

These excellent results led 91 percent of exhibitors to state their plans to participate again in 2025. IAA MOBILITY 2025 is considered the most important mobility event of the upcoming year. Visitors can look forward to interesting exhibits, numerous interactive areas, exciting keynotes, and future topics from various fields of future mobility.

The new slogan "It's All About MOBILITY" reflects the transformation of the renowned IAA brand from a traditional auto show to a comprehensive mobility platform and includes a variety of topics — from innovative vehicle technologies with 2 to 4 wheels, infrastructure solutions to software developments, and novel mobility trends. The new slogan highlights the expanded focus of the event, which since its transformation in 2021, encompasses all facets of mobility.

## Exhibitor Campaign Boosts Registrations

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As of today, IAA MOBILITY 2025 is launching its marketing campaign to support exhibitor registrations from the entire mobility ecosystem around the globe. For the first time, Artificial Intelligence (AI) was used to optimize the approach to exhibitors.

The exhibitor campaign, using the new slogan, consistently and integratively presents the core idea of IAA MOBILITY across all key placements. This core idea is also reflected in all communication efforts. The new slogan doubles as the clear message for IAA MOBILITY 2025: It's All About MOBILITY.

The new slogan, along with the 2025 event logo, will be prominently featured in all promotional materials — both digital and analog. The slogan reflects the ambition to comprehensively capture mobility — as a clear message to all customers, visitors, and industry representatives.

The campaign aims to boost registrations for IAA MOBILITY 2025. In particular, it addresses the tech industry and the topic of sustainability, as these two areas are where most innovations for future mobility will take place. The leading themes of the IAA Summit at Munich exhibition grounds focus on four B2B key topics: Mobility, Technology, Sustainability, and Smart Infrastructure. Companies registering for IAA MOBILITY 2025 by the end of October will benefit from a lucrative Early Bird offer, which provides a five percent discount.

## Concept and Leading Themes of IAA MOBILITY 2025

IAA MOBILITY's event concept in Munich is globally unique. It offers ample space to showcase exhibitors' innovation power while promoting social exchange and is firmly committed to significantly shaping the path to sustainable mobility.

The spatial and thematic separation of both target groups B2B and B2C has proven to be highly effective and remains the core concept of IAA MOBILITY 2025: The exhibition areas of the IAA Open Space in downtown Munich, as well as the test drives of IAA Experience, target the public and are free for all visitors. The IAA Summit, including the IAA Conference, focuses exclusively on trade visitors and journalists and is located at the Munich exhibition grounds.

## IAA MOBILITY 2023 — A Success Story in Numbers & Facts

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- Over 500,000 participants from 110 countries over 6 days
- 750 exhibitors and more than 500 international speakers from 38 countries
- More than 300 world premieres of the latest models and concepts
- Over 8,500 test drives
- 91 startups on 2200 m<sup>2</sup> of space
- 3,700 journalists from 82 countries
- More than 60% of visitors were younger than 40 years
- More than 50% of trade visitors in leadership positions

## Save the Date IAA MOBILITY 2025

IAA MOBILITY 2025 Press Day: Monday, September 8, 2025  
(Exhibition Grounds)

IAA Summit (B2B): September 9–12, 2025 (Tue to Fri, Exhibition Grounds)

IAA Open Space (B2C): September 9–14, 2025 (Tue to Sun, Downtown)

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